BUSINESS ANALYTICS - B.B.A.

Ambassador Crawford College of Business and Entrepreneurship
Department of Information Systems and Business Analytics
www.kent.edu/business

About This Program

Our program equips you with the skills and knowledge needed to analyze complex business data and make informed decisions that drive success. With access to cutting-edge technology and expert faculty, you'll gain hands-on experience in data mining, predictive analytics and more. Enroll now and take the first step towards a rewarding career in business analytics. Read more...

Contact Information

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- Speak with an Advisor
- Chat with an Admissions Counselor

Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

Examples of Possible Careers and Salaries*

Data scientists and mathematical science occupations, all other

- 30.9% much faster than the average
- 33,200 number of jobs
- $98,230 potential earnings

Management analysts

- 10.7% much faster than the average
- 876,300 number of jobs
- $87,660 potential earnings

Operations research analysts

- 24.8% much faster than the average
- 105,100 number of jobs
- $86,200 potential earnings

Statisticians

- 34.6% much faster than the average
- 42,700 number of jobs
- $92,270 potential earnings

Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

International Students: All international students must provide proof of English language proficiency unless they meet specific exceptions. For more information, visit the admissions website for international students.

Transfer Students: Students who have attended any other educational institution after graduating from high school must apply as undergraduate transfer students. For more information, visit the admissions website for transfer students.

Former Students: Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar's website.

Admission policies for undergraduate students may be found in the University Catalog.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the Coursework tab.

Transfer Student: A minimum 2.000 overall GPA is required for admission into the major. Students who have previously attended Kent State who completed (or the equivalent of) COMM 15000, ENG 21011 and/or MATH 11010 must have earned a minimum C grade in the courses, and a minimum C grade in BA 24056.

Program Requirements
Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
BA 34156	BUSINESS ANALYTICS II (min C grade)	3
BA 44011	SYSTEMS SIMULATION (min C grade)	3
BA 44050	DATA VISUALIZATION (min C grade)	3
BA 44051	MACHINE LEARNING (min C grade)	3
BA 44099	CAPSTONE IN BUSINESS ANALYTICS (ELR) (WIC) (min C grade)	3
CIS 44043	DATABASE DESIGN AND DATA GOVERNANCE (min C grade)	3
CS 10062	PROGRAMMING FOR PROBLEM SOLVING IN SCIENCES (min C grade in all courses)	3-4
or EMAT 10010	INTRODUCTION TO EMERGING MEDIA AND TECHNOLOGY	
or EMAT 25310	CREATIVE CODING	
Major Electives, choose from the following: (min C grade)		6
ACCT 43009	ACCOUNTING DATA ANALYTICS	
EMAT 32210	DATA IN EMERGING MEDIA AND TECHNOLOGY	
EMAT 40999	INTERDISCIPLINARY PROJECTS (ELR)	
FIN 36086	ADVANCED FINANCIAL MODELING	
HRM 44763	HUMAN RESOURCE ANALYTICS AND ERP SYSTEMS	
MKTG 35061	MARKETING ANALYTICS	
Additional Requirements (courses do not count in major GPA)		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I [4]	3
BA 34060	OPERATIONS MANAGEMENT	3
BUS 10123	EXPLORING BUSINESS [2]	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES (min C grade)	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL) (min C grade)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
FIN 36053	BUSINESS FINANCE	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR) (min C grade)	3
MATH 11012	INTUITIVE CALCULUS (KMCR) [3]	3
or MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MGMT 44285	STRATEGIC MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
UC 10001	FLASHES 101	1
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Composition (min C grade)		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		3
Kent Core Basic Sciences (must include one laboratory)		6-7

General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)		16
Minimum Total Credit Hours:		**120**

[1] A minimum C grade must be earned to fulfill the writing-intensive requirement.

[2] A student changing to a program in the college, transferring, or an incoming student with prior college credit, may be waived out of BUS 10123 if:

- 30 or more credit hours have been earned and any two courses (from ACCT 23020, ACCT 23021, CIS 24053, FIN 26074, MGMT 24163 or MKTG 25010) have successfully been completed.
- 60 or more credit hours have been earned and one course (from ACCT 23020, ACCT 23021, CIS 24053, FIN 26074, MGMT 24163 or MKTG 25010) have successfully been completed.
- At the discretion of the dean's office, the student has sufficient breadth and depth of knowledge in a business field (as demonstrated by a CLEP exam or Credit by Exam) but does not meet the requirements listed above.

[3] Students may take MATH 10051 or PHIL 21002 in place of MATH 11012 or MATH 12002. Taking MATH 10051 or PHIL 21002 will not replace a low grade in either MATH 11012 or MATH 12002. Students are required to take MATH 11012 or MATH 12002 if they change their major to, or want to double major with, the Economics major or Finance major and/or intend to declare the Data Analytics minor. Students who intend to enroll in certain graduate programs and/or are working toward Phi Beta Kappa status are highly encouraged to take MATH 11012 or MATH 12002.

[4] Students who have taken MATH 10041 for another program may use it as a substitute for BA 24056.

[5] Minimum C grade required in ENG 21011 or HONR 20197.

[6] A maximum of 4 credit hours of Physical Activity, Wellness and Sport (PWS) courses may be applied toward the degree program.

Progression Requirements

- Minimum 2.000 overall GPA.
- Minimum C grade in the following courses: CIS 24053 and COMM 15000 and ENG 21011 (or HONR 20197) and MATH 11010 (or placement out of MATH 11010) and, BA 24056.
- Minimum C grade in all major requirements.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

- Students must complete a minimum 50 percent of business credit hours in-residence on a Kent State University campus.
- Students must complete at least 50 percent of their major credit hours in residence on a Kent State University campus.
- Students must complete two measures of outcomes assessment as specified by the college for complete satisfaction of the B.B.A. degree.

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
BUS 10123	EXPLORING BUSINESS	3
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	3
UC 10001	FLASHES 101	1
Kent Core Requirement		3
Kent Core Requirement		3
	Credit Hours	**16**
Semester Two		
CIS 24053	INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
MATH 11012 or MATH 12002	INTUITIVE CALCULUS (KMCR) or ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	3-5
UC 10162	INTRODUCTION TO PROFESSIONAL DEVELOPMENT	1
Kent Core Requirement		3
Kent Core Requirement		3
	Credit Hours	**16**
Semester Three		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
FIN 26074	LEGAL ENVIRONMENT OF BUSINESS	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
Kent Core Requirement		3
	Credit Hours	**15**
Semester Four		
ACCT 23021	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BA 24056	BUSINESS ANALYTICS I	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Major Elective		3
Kent Core Requirement		3
	Credit Hours	**15**
Semester Five		
BA 34060	OPERATIONS MANAGEMENT	3
BA 34156	BUSINESS ANALYTICS II	3
CS 10062 or EMAT 10010 or EMAT 25310	PROGRAMMING FOR PROBLEM SOLVING IN SCIENCES or INTRODUCTION TO EMERGING MEDIA AND TECHNOLOGY or CREATIVE CODING	3-4
Kent Core Requirement		3
General Elective		3
	Credit Hours	**15**
Semester Six		
BA 44011	SYSTEMS SIMULATION	3
BUS 30062	ADVANCED PROFESSIONAL DEVELOPMENT	3
CIS 44043	DATABASE DESIGN AND DATA GOVERNANCE	3
FIN 36053	BUSINESS FINANCE	3
General Elective		3
	Credit Hours	**15**
Semester Seven		
BA 44050	DATA VISUALIZATION	3
BA 44051	MACHINE LEARNING	3
Major Elective		3
Kent Core Requirement		3

General Elective		3
	Credit Hours	**15**
Semester Eight		
BA 44099	CAPSTONE IN BUSINESS ANALYTICS (ELR) (WIC)	3
MGMT 44285	STRATEGIC MANAGEMENT	3
General Electives		7
	Credit Hours	**13**
	Minimum Total Credit Hours:	**120**

University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

NOTE: University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
Total Credit Hours:	**36-37**

Program Learning Outcomes

Graduates of this program will be able to:

1. Understand how to acquire and transform data for analysis.
2. Understand how to use data to predict business outcomes.
3. Provide leadership and decision-making abilities using analytic tools in different business contexts.

Students earning a B.B.A. degree in Ambassador Crawford College of Business and Entrepreneurship are expected to have developed skills in the following critical areas of business:

1. Core Business Knowledge - Recall the strategic frameworks that are used to make business decisions.
2. Analytical Skills - Use analytical methodologies and critical thinking skills to evaluate and solve business problems.
3. Digital Technology – Demonstrate the technological skills necessary to analyze business problems and develop solutions.
4. Written Communication - Write effective business communications.
5. Oral Communication - Make effective business presentations, using appropriate technologies.
6. Teamwork – Collaborate effectively with others to achieve a common business purpose.
7. Business Ethics – Recognize ethical business dilemmas and use ethical decision making to resolve the dilemma.
8. Global - Analyze the key global factors when making business decisions.

Full Description

The Bachelor of Business Administration degree in Business Analytics provides students with understanding of the diverse knowledge they need to be effective business data analysts. The focus of the major is to develop students who will understand and be able to apply business analytics to real-world problems.

While the major's curriculum builds student expertise from theory, the focus is the practical application of the analytics knowledge. Therefore, the major primarily emphasizes problem-solving with data for strategic business decision-making using various analytics tools such as data visualization and machine-learning technologies. Examples of business analytics applications include marketing analysis or segmentation, city planning, delivery logistics, risk management, security and healthcare management.

Graduates from the program will be in demand for entry-level analytics positions in the workforce.

Business analytics students may apply early to either the M.B.A. degree or the M.S.B.A. degree and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/ Master's Degree Program Policy in the University Catalog for more information.